

THE MIRROR JOURNAL

VOL. 5, NO. 9

MIRROR, ALTA., DECEMBER 31, 1915

5 CENTS PER COPY

MIRROR LIVERY & FEED STABLES

A. R. HOPKINS, Prop.

Screened Lump Coal

Best on Market

\$5.00 Per Ton, Delivered

TELEPHONE HOPKINS

Reid & Simpson

Will Pay Highest Prices For

HIDES AND FURS

and Pay Freight and Express Charges

Write For Price List

CALGARY, ALBERTA

NOTICE!

Owing to the financial situation, the Wholesale and Supply houses demand that Retail Merchants practically clear all book accounts this year.

This being the case, we are compelled to put all who do not pay their accounts in full, by Feb. 1st, and monthly thereafter on a strictly cash basis.

DUITMAN & JOHNSON

Hardware Merchants

McCORMACK LUMBER CO.,

Dealers In

LUMBER, MOULDINGS, SASH, DOORS, GLASS PAINTS, VARNISH, OILS, BRICK, LIME, CEMENT, COAL, Etc.

W. C. McCormack, Mgr.

Mirror, Alta.

THE SEASON

Prompts us to express our appreciation of the business you have extended to us, and we take this opportunity of wishing to you unbounded prosperity throughout the year, 1916

"The Most of the Best for the Least Money."

PANRUCKER & HOLLAND

LOCAL BRIEFS IN GENERAL

Concerning the Goings and Comings of Some of the Leading Lights in the Rural Shadows of Mirror

Patronize the merchants whose ads you read in the Journal. "There's a Reason."

Mr. and Mrs. J. A. Johnson were Christmas guests in Esker last week.

A large number of the boys who have enlisted from Mirror, spent the gift giving season visiting with relatives and friends in this district.

Pay your subscription before Saturday and save fifty cents.

R. L. Pretty is located in the village office this week with the role of secretary-treasurer.

G. H. Henrichson is the latest recruit to join the army service from the Mirror district.

E. E. Hengle journeyed to Calgary the fore part of the week and while there, met Mrs. Hengle, who had returned from spending the holidays with her parents at a point in British Columbia.

Miss Esther Albrecht left the latter part of the week to spend vacation days with relatives in Edmonton.

Secretary Good is enjoying a visit to his parents in Saskatoon this week.

Your lone subscription make but little difference, but when between two and three hundred are from one to two years in arrears, it amounts to considerable. Think it over today, and please pay, we know you intend doing so, but it is such a small amount it is overlooked.

G. T. P. TIME TABLE

Going North.

No. 11, daily passenger.	
Lv. Calgary	10:50 a.m.
Mirror	4:40 p.m.
Tulfield	7:45 p.m.
Ar. Edmonton	9:30 p.m.

Going South.

No. 12, daily passenger.	
Lv. Edmonton	8:50 a.m.
Tulfield	10:30 a.m.
Mirror	1:30 p.m.
Ar. Calgary	7:20 p.m.

D. W. Mathers, Local Agent.

Is your subscription paid up?

Mrs. C. W. Sweet, accompanied by her mother, Mrs. A. J. Kron, departed Monday for an extended visit to British Columbia and United States coast points.

Miss Delta Simpson is spending the holidays visiting with friends in Saskatchewan.

H. J. Raymer returned Tuesday from a trip to the northern metropolis.

Mrs. John Sorum together with Mrs. C. H. Estelle departed Monday night for a sojourn in Edmonton.

Miss Lillian Pringle left the fore part of the week to visit with her father in Rivers, Man.

Andy Ray had a cold trip last Tuesday when he started for Meeting Creek with the mercury registering around zero and a gale blowing about three hundred miles per hour.

Harry Summers left Wednesday for Tennessee where he will spend the winter.

Miss Barbara Arnott spent the Xmas season with relatives in Alix.

Lots of lost and found notices in the information column this week; better look them over; they might interest you.

A. R. Hopkins spent the latter part of the week visiting his relatives in the Esker district.

A. G. Holland made a business trip to the hamlet of Alix the fore part of the week.

There will be a special service of Intercession on Sunday, January 2nd at 3 p.m. This day will be observed as a day of intercession throughout all the countries of the Allies. We hope that everyone will try to be present. Let me take this opportunity of wishing you all a happy new year.

"What is best, that best I wish you all in God's name."

Yours faithfully,

M. D. Holdom



CHRISTMAS AND NEW YEAR'S HOLIDAYS 1915-1916

Fare and One-Third for Round Trip

Between all stations on the Grand Trunk Pacific Railway in Manitoba (Winnipeg and West) Saskatchewan and British Columbia

DATES OF For Christmas December 22nd to 25th, 1915

SALE For New Year December 29, 1915 to January 1st, 1916, both days inclusive

Final Return Limit January 4, 1916. For tickets, reservations, and full particulars, apply to and Grand Trunk Pacific Agent or Train Agent

DR. A. E. SHORE

Alix, Alta.

Makes regular trips to Mirror every Tuesday and Friday P. M.

J. M. CROOK

Drayage and Express

When in need of that next load of coal, let me know. Prompt Delivery. Leave Orders at Pool Hall.

MR. FARMER

Now that your crop is safe, why not do that little repair work that you have put off for the last year? While it lasts, we are going to sell to make room for a new complete stock.

Dimension, Shiplap, Common Boards, Flooring and Siding at **\$16.00 Per M.**

Come look this over now and get what you require instead of waiting and paying from \$8.00 to \$10.00 more per M. later.

Remember We Are Headquarters For

Storm Doors and Storm Sash Humberstone and Black Diamond Coal

Imperial Lumber Co.,

Phone 17 and our man will deliver the coal

... I. H. C. Kerosene Engines...

WHY BUY A Gasoline Engine when you can get a kerosene and save 12 cents per gallon on present prices. I have a I. H. C. Kerosene engine in stock hitched to an 8 in. plate Vossli Grinder. Demonstrate daily. REMEMBER a Kerosene Engine will burn gasoline, but a gasoline machine will not burn kerosene.

J. F. FLEWWELLING

To My Patrons

I wish to thank my customers for their patronage during 1915 and trust to be favored with a continuance of the same.

Wishing you the compliments of the season and prosperity during the coming year.

CHAS. L. SUGGETT, P.C., A.C., Ph.M.B.

Druggist and Chemist

Mirror, Alberta

Rexall Dyspepsia Tablets

For all forms of dyspepsia there are no finer remedies than pepsin and bismuth, a statement which your doctor will readily confirm.

These are the two principal ingredients used in Rexall Dyspepsia Tablets and, in conjunction with the other ingredients, make this one of the finest known preparations for indigestion.

Rexall Dyspepsia Tablets soothe and tone up the stomach, causing a healthy and natural secretion of the gastric juices, thus helping the bowels to do their work naturally.

They prevent heartburn, flatulence and distress after eating, and convert the food into rich red blood, flesh, bone and muscle.

The Rexall Store

Chas. L. Suggett, Mirror

In consequence of heavy demand, the only place in the world where you can get the original Rexall Dyspepsia Tablets will be sold out. Order now. If you don't, we will give you back your money.

SOME NEW LIGHT ON OLD SUBJECTS

Conditions Created by the War Have
Caused Changes in Policy and
Methods of Business

A Canadian editor, who has never put very much stock in "Made-in-Canada" appeals, and has always inclined to low tariff views, now sees the question in a different light as witness the following paragraphs from a strong editorial on the subject a few weeks ago.

We have never been very strong apologists for the "Made-in-Canada" idea because we have never been great believers in living sentimental and business. We are inclined to believe that the Canadian manufacturer who is compelled to make his goods up to a certain standard or fall to get the business, is much more likely to be successful in the end than the man who feels that he has so strong a sentimental hold on the people of the country that he can sell what he produces even if the quality is not of the best. We have met a good many manufacturers who hold the same view, and while naturally wanting to use every influence they can, so long as it is not dishonest, to increase their sales, are not disposed to impute very much practical help to the "Made-in-Canada" propaganda which was started some ten or more years ago.

"We think, however, that the present is a time when we call look at this question through different spectacles. The times today are not normal; they are such as we have never seen before and we should hope never to see again; they are times such as should prompt every Canadian to lend a helping hand to every other Canadian, and in doing this help not only Canada but the Empire at large. While it is important that Canada should make as large a contribution as possible, of both money and men, to aid the Empire, it is also important that we should do all we can to look after our own people, and we cannot do this in any better way than by providing them with work. That the war is over, then, and we come back to old time conditions is not the duty of every Canadian citizen to aid, in whatever way he can, the production of goods by Canadian factories. If there was ever a time for the "Made-in-Canada" slogan it is now."

MADE IN GERMANY HELPED THE GERMANS

Renewed Interest in the Cry—Comments Distributed by the Chamber of Commerce

Many Canadians have in the past been inclined to scoff at the "Made-in-Canada" appeals which have been launched by Canadian manufacturers, and have expressed doubt as to their effectiveness in achieving the object desired. No doubt when Germany commenced their persistent advocacy of the "Made-in-Germany" idea they too, had to contend with those who belittled their efforts. With characteristic tenacity, however, they stuck to their guns, with the result that "Made-in-Germany" has become one of the most powerful commercial appeals in the world. Most Germans know the Ten Commandments of commerce, which appear below, almost as well as the decalogue handed down by Moses.

1. In all expenses keep in mind the interests of your own compatriots.
2. Never forget that when you buy foreign articles your own country is poorer.
3. Your money should profit no one but the Germans.
4. Never profane German factories by using foreign machinery.
5. Never allow foreign estates to be served at your table.
6. Write on German paper with a German pen, and use German blotting paper.
7. Use German food, eat German fruit, and drink German beverages. They alone give your body the true German energy.
8. If you do not like German milk coffee, drink coffee from the German colonies.
9. Use only German clothes for your dress and German hats for your head.
10. Let no foreign flattery distract you from these precepts, and be firmly convinced that whatever others may say, German products are the only ones worthy of the citizens of the German Fatherland.

If the words German and German are changed to Canada and Canadian the foregoing Commandments are applicable to every individual in Canada, and should be adopted by him in his daily life, particularly under present conditions. Bear them in mind the next time you go to the corner store to make a purchase.

The Evolution of Booster Bill

I.—He Was Once Bill Blue

Bill Blue was once a knacker, and he knocked us all to beat the band. His long suit was in running down the stores and people of this town. One day a stranger heard his clack and said: "Your liver's out of whack. The thing you need to make you smile is to be in and BOOST AWHILE."



That made Bill think. To our amazement he started singing this town's praises. It soon improved his looks and health. His trade, his prospects and his wealth. The town began to boom, and we elected Bill our mayor. He kept up the sunshine habit still and now we call him "BOOST-ER BILL."

The Evolution of Booster Bill

II.—Bill Sits Up and Thinks

Bill Blue was such a grumpy sort. We called him "OLD BILL GROUCH" for short. Since short he was in speech and look, and soon got short in pocketbook. Said Bill, "This town is on the bum, its stores are poor, its climate ruin. And then the people he ran down. Bill took him over the town."



His business they put on the blink, and Bill made Bill sit up and think. "THE MAN WHO 'GROUCHES' said he, 'GETS HIS BY BEING KNESSED AGAIN.' Bill changed his tune that very day. Since then the world has come his way. His critics soon began to fill. Now we're all friends of 'Booster Bill'."

The Evolution of Booster Bill

III.—Bill Goes After New Industries

When old Bill Blue got a new view. The thing transformed him through and through. He took a public spirit pill. That made a BOOSTER out of Bill.



Said he, "I'm no 'live your dear' WE NEED SOME NEW INDUSTRIES HERE." And so he advertised and planned. And sent out telegrams through the land. Realized some fast, and now arises New factory stacks to meet the skies. As a town why, why, why? Says Bill, "PRINT INK'S THE BEST THAT IS."

The Mirror Journal

Published every Friday at Mirror Alberta.

Subscription Rates
To all points in Canada, \$1.00 to the U.S., \$1.50 per Year.

Advertising Rates
Legal and Municipal Advertising, 12 cents per line for first insertion; 10 cents per line for subsequent insertions. Lost, Strayed or Found Notices, 50 cents for one insertion. Three insertions for \$1.00.

Professional Advertisements \$1.00 per month.

Reading Notices in Local columns, 10 cents per line for first insertion; 5 cents per line for subsequent insertions.

Display Advertising Rates given on application.

All Contract Advertising Accounts payable at the end of each month.

W. J. GOOD, Publisher
H. G. KNIGHT, Editor

Under New Management
...MIRROR HOTEL...
Mr. and Mrs. A. R. Mott

Meals at Regular Hours
Home Cooking

Excellent Furnished Rooms

MONEY TO LOAN

Will attend in Mirror at every Tuesday afternoon. Anyone requiring a loan on their farm should see me. I am also prepared to give dates of auction.

A. J. FRANK

GRAIN & STOCK MARKETS

WHEAT	
No. 1 Northern	42
Prices of other grades based on No. 1	
OATS	
Oats	33
BARLEY	
Barley	43
LIVE STOCK	
Cattle, choice	\$4.00 to \$5.25
Hogs, choice	\$6.00 to \$7.25

To Spend a Happy Hour
Visit The

Mirror Pool Hall and
Barber Shop

R. E. COLEMAN, Prop.

ROYAL CAFE AND BAKERY

Meals At All Hours
25 Cents

Fresh Bread Daily
Cigars, Tobaccos, Candies

EAT A SQUARE MEAL HERE

Remember Your Friends

An appropriate and acceptable gift for Christmas is a photo of yourself or family.

Sittings arranged by appointment

Now is the time to leave your order; before the holiday rush

Kozy Studio

Fourth Ave. N., Mirror

TWO WORDS TO SAVE GUELPH

Picture a thriving city of 15,000 prosperous, busy, intelligent Canadians—such a city, say, as Guelph. Turn of this city's story stores its thriving trade; figure up how much food and clothes, and furniture, and carpets, and gloves, and drugs, and hardware its people buy; consider the demand of its factories for machinery, supplies and raw materials, and of its residents for all the luxuries and raw materials.

In a word—disregard entirely, if you will, what such a community means to Canada in terms of contented, happy, prosperous, patriotic people and consider it only as an additional market for the goods you sell—count its actual dollars and cents value to you as a customer who buys your goods—

If Guelph were menaced by a frightful disaster—tornado, flood, or fire—it would wipe it off the face of the earth—and if it were in your power to save Guelph from destruction, merely by remembering to say two words—would you say them?

Would it be worth your while as a patriotic Canadian to save such a city to Canada? Would it be worth your while as a keen business man to save such a market for your goods?

Save Your Own City
Well, it is in your power to save a city the size of Guelph for Canada and a market the size of Guelph for yourself by remembering and saying two words—nothing else, not a dollar less nor a moment's inconvenience.

A moment—to explain how and why. Then commences one of the most important and compelling arguments for "Made-in-Canada" goods. The statistics of the paper making industry in Canada, with a general description of the industry and its possibilities in Canada is worked out, which shows that there is \$5,000,000 worth of foreign paper that Canadian business men are buying in preference to Canadian paper every year.

It is in varieties and grades that can be and are being produced to better advantage by Canadian mills than by those in other countries. This is not due to any superiority in the foreign product—and certainly not to any lower price, because a duty is paid on every pound. It is simply due to the fact that Canadian business men have not taken the trouble to ask for paper made in Canada, or to acquaint themselves with the fact that Canadian paper is better, quality for quality, and cheaper, price for price, than imported brands.

By the time paper gets to the ultimate consumer, in the form of letter-heads, blank forms, booklets, etc., it represents only a small percentage of the whole cost of these articles. In consequence, the consumer has, for years, been in the habit of asking for or accepting either long-established and well-known brands—or water-marks—of foreign make. He continues to use these brands, without troubling to think either if the paper is Canadian-made, or if it is the best paper that the same money will buy. In many cases, he does not specify at all, but accepts whatever his printer, book-binder or lithographer offers him.

Express the six million a year in human terms. It means 50,000 tons of paper—the product of 17 mills, employing 3,600 workmen, each supporting a family of from two to four persons. It means the purchase of \$2,000,000 worth of raw materials, machinery, belting, oils, fuel and manufacturing supplies; the production of these materials gives jobs to 1,500 additional men, each of whom has a family to eat and drink and wear things. It means the active employment of 10 millions in capital.

A Lesson For All
In a word, it means the creation of a thriving city the size of Guelph—the addition of 15,000 prosperous citizens to those who buy your goods and contribute to the general welfare of your country. It makes no difference that all these people would not be concentrated in one town. They would be in Canada and their money would be spent for Canadian goods.

And that is how, by remembering to say two words, you can help to save a Canadian city the size of Guelph from a destruction more complete than any wrought by flood, fire or tornado.

The words are the brand name of the paper made by the firm. There is a lesson in this for every Canadian citizen who wishes to see his own home town advance. Buy from your local merchant; use the factory products of your own town wherever possible, and where what you want is not made in this or your town buy what is made in Canada before you send your money abroad.

Information Column :: WANTED, ESTRAY, ETC.

Price lists on hides and furs, sent on request, Reid & Simpson, Calgary, Alta.

Farmers—Send your cattle and horse hides to us and have them tanned and made into robes and coats. We also line robes with best plushette. We are first class harness leather, lace and halter leathers.
J. O. McKinley & Sons
Camrose Robe Tannery

ESTRAY

Estray. Steer at C.W. Russell's No. 30 41-22. Red, white and black hind legs, little white on back and tail. 1 yr. old.

Estray. 1 year old bull, red and white. White ring around right front leg. Ear cropped. At the J. O. Arbutnot place. s.w. 6-41-22.

Estray. One black and white yearling steer, no visible marks at Ed. Buelow's place, s.w. 20-41-22. James J. Cairns, Brand Reader

Lost. 1 roan yearling steer, branded "A" on left ribs the brand may be smudged. Last spring, the time seen, for reward for information leading to recovery. A. W. Ardley, Toes, Alt. Sec. 44-40-25.

Lost. One dark bay filly, coming three years, weight about 1000 lbs. Star in forehead. Last seen ten days ago. Reward for information leading to recovery. C. R. Brewster, Section 21-41-22.

Ship your hides and furs to Reid & Simpson, Calgary, Alta.

ST. MONICA'S CHURCH

Monthly Plan
First Sunday
Evening and Address 3 p.m.
Second Sunday
Holy Communion ... 11 a.m.
Third Sunday
Evening and Address 3 p.m.
Fourth Sunday
Evening and Address 3 p.m.
Fifth Sunday—No Service

M. D. HOLDOM, Rector

HONOR ROLL OF MIRROR VOLUNTEERS

Fred A. Day
Myrl Hart
Ronald M. Pym
H. P. G. Criddle
Chas. Durrant
Geo. Robinson
James MacKinty
Gilles MacKinty
Floyd Mackay
Wm. Whitford
Frank Harvey
Fred Dawson
Alex Cormack
Fred Haskett
Guy Davidson
J. W. Gallenkamp
Robert Campbell
Leo Burton
Harold Edgar
Harold Plaister
W. Mackay
W. MacKinty
Fred Dowsewell
Rev. R. Burgess
Jack Lowe
G. H. Henriksen
A. C. Hare

We are not positive whether the above list is complete or not and would appreciate any information that might assist in adding further names to the roll.

Follow Instructions When Writing

In order to facilitate the handling of the mail at the front and to insure prompt delivery it is requested that all be addressed as follows:—

- (a) Regimental Number.
- (b) Rank.
- (c) Name.
- (d) Battalion, Battery (or Company).
- (e) Battalion, Regiment or other unit Staff Adjutant or Department.
- (f) CANADIAN CONTINGENT, British Expeditionary Force.
- (g) Army Post Office, LONDON, England.

Unnecessary mention of high formations, such as brigades, divisions, is strictly forbidden, and causes delay.

Business :: Professional

E. D. CHAFFEE

Dealer In

Harness and Leather Goods

Sweet Pads, Trunks and Valises

All Kinds of Repairing Promptly Done

IMPERIAL HOTEL

Heagle Bros. Proprietors

First Class Accommodation To Travellers

Mr. Farmer: When in town, call and get your meals with us and enjoy the free accommodation we offer you

JIM LEE HAND LAUNDRY

Collars, Shirts Family Washing First Class Work Guaranteed

Suits Cleaned, Pressed and Repaired

PRICES REASONABLE

WOOD

DRY OR GREEN—Dry in Stove Lengths at \$2.75 a Double Box Load. TERMS CASH. Orders must be left at Thomas Store, Mirror, or see

R. BOWCOTT—MIRROR

AUCTIONEER

C. Gilmouth - A. L. A. Alta

Salescried anywhere in the Province of Alberta.

Satisfaction Guaranteed
Phone 402-Alta for Prompt Service

H. J. RAYMER

NOTARY PUBLIC, CONVEYANCER
Real Estate, Loans and Insurance—Fire, Life, Accident

MIRROR, ALBERTA

SKATES SHARPENED & REPAIRED

at
BILL JOHNSON'S

Plumbing, Tinsmithing and Engineering works

Mirror, Alta.

Get a Farm of Your Own

TAKE 20 YEARS TO PAY
If you wish, the land will support you and pay for itself. An immense area of the best fertile land in Western Canada for sale at low prices and easy terms, ranging from \$11 to \$20 per acre. Lands with ample rainfall. Twenty-four hours, balance within twenty days. No down payment. Interest 5% per cent. Here is your opportunity to increase your farm holdings, secure your future, and secure your future. Write for particulars to G. C. CAMERON, Gen'l. Bldg., of Lands, Calgary, Alberta, CANADA.

ANNOUNCEMENT

Don't forget that the Mirror Bakery now carry a complete line of Candies, Fruits, Cigars, Tobaccos, Apple and Grape Cider

Also bread from Allix Bakery, fresh daily, selling three loaves for 25 cents

An assortment of Xmas Candies to choose from

R. C. TALBOTT,
Town Inspector for G.T.P.

We need the money—pay up